

IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

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Attorney Docket No.: Google-66 (GP-238-00-US)

Applicants: Sumit AGARWAL, et al.

Serial No.: 10/813,925

Filing Date: March 31, 2004

Title: DETERMINING AD TARGETING INFORMATION AND/OR AD CREATIVE
INFORMATION USING PAST SEARCH QUERIES

Examiner: Yehdega Retta

Group Art Unit: 3622

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Note that reference D1 cited in the Australian Examiner's Report (reference AU) is already of record (as reference AA).

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

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Since a first Office Action has been mailed, but a final Office Action, a Notice of Allowance, or any other action that closes prosecution on the merits has not yet been received, this Information Disclosure Statement ("IDS") should be considered under 37 C.F.R. § 1.97(c)(1). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

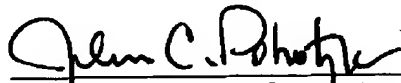
Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in communication(s) from foreign patent office(s) in counterpart foreign application(s) not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

August 11, 2009


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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

John C. Pokotylo

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John C. Pokotylo
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August 11, 2009
Date